Alberta

Freedom To Create. Spirit To Achieve.

Alberta Apprenticeship and Industry Training Board

2010-2011 Annual Report

Government of Alberta

Apprenticeship and Industry Training Board

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Message from the Chair

On behalf of the Alberta Apprenticeship and Industry Training Board (board), I am pleased to present the board's 2010-2011 annual report.

A strong workforce is an integral part of a prosperous economy. Experts agree that Alberta will need more skilled tradespeople to meet the demands of industry as the economy gains strength. The board, recognizing this need, identified three main goals last year: Alberta has a highly skilled workforce in the designated trades and occupations, Alberta's apprenticeship and industry training system is aligned with labour market demand, and Albertans are aware of and knowledgeable about the apprenticeship and industry training system.

The board's primary responsibility is to set the standards and requirements for high quality training and certification in programs under the *Apprenticeship and Industry Training Act*. This past year, it continued its regular review of course outlines and their training and certification standards to ensure that technical training keeps pace with changes in technology and the workplace. The board continued to encourage employers to hire, train, and retain apprentices as well as promoted the red seal program as a recognized standard of excellence.

Responding to labour market demand, the board reviewed ways to positively affect the supply of skilled tradespeople. With the approval of the Minister, it changed the journeyperson-to-apprentice supervision ratio so that all trades have a ratio of one journeyperson to two apprentices or greater. It also initiated research into the recognition of credentials from jurisdictions outside of Canada.

Alberta's apprenticeship and industry training system relies on a network of over 160 local and provincial apprenticeship committees, occupational committees, provisional committees, and ad hoc committees. These committees, made up of over 750 individual industry representatives, are the backbone of the apprenticeship and industry training system. This past year, several improvements to the industry committee network system were put into place to strengthen their role to provide advice and recommendations to the board. I would like to take this opportunity to thank all these industry committee members for their commitment to improve our apprenticeship and industry training system.

In the coming year, the board will continue to collaborate with industry partners and stakeholders in developing innovative ways to address skilled labour shortages, maintaining apprenticeship certification standards, and enhancing our communications with our stakeholders and partners.

I look forward to continuing our mandate to ensure that our apprenticeship and industry training system is world renowned for excellence and responsiveness to the needs of Alberta industry and society.

Sincerely,

R Massey

Raymond (Ray) Massey
Chair

Introduction/Overview

Alberta's apprenticeship and industry training system is an industry driven system that ensures a highly skilled, internationally competitive workforce in more than 50 designated trades and occupations. Industry (employer and employee representatives) sets training and certification standards and provides direction to the system through an industry committee network and the Alberta Apprenticeship and Industry Training Board. The Government of Alberta provides the legislative framework and administrative support for the system. Employers provide the on-the-job training component of apprenticeship and occupational training programs. The technical institutes and colleges deliver the technical training component of apprenticeship programs and offer formal training in some designated occupations.

The Alberta Apprenticeship and Industry Training Board was established by the Government of Alberta to work with industry to set the standards and requirements for training and certification in programs under the *Apprenticeship and Industry Training Act*. It makes recommendations to the Minister of Advanced Education and Technology about the needs of Alberta's labour market for skilled and trained workers and the designation of trades and occupations. It is accountable to report on its performance and to operate within the bounds of its legislation.

The board consists of 13 people, appointed by the Lieutenant Governor in Council, who are knowledgeable about training in trades and occupations and the needs of the Alberta labour market for skilled and trained people. Eight of the members represent employers and employees in designated trades and four represent employers and employees in other industries. To ensure a balanced approach, employers and employees are represented in equal numbers.

The members of the board connect with industry in many ways. They take a leadership role with industry in the discussion of major issues that affect the apprenticeship and industry training system. Members of the board represent Alberta's apprenticeship and industry training system on organizations such as Skills Canada Alberta and as advisors to trades-related programs such as the Career and Technology Studies (CTS) program in the K-12 education system. Board members attend meetings of provincial apprenticeship committees and occupational committees to act as liaison between the board and these industry committees, participate in high school career days, and speak at conferences and workshops.

The board chair represents Alberta's apprenticeship and industry training system as a member of the Interprovincial Alliance of Board Chairs (IPA). The IPA is a member of the Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) an organization of stakeholders working to influence pan-Canadian apprenticeship strategies through research, discussion and collaboration with the apprenticeship community across the country. The board works with CAF-FCA to promote apprenticeship as an effective model for training and education, contributing to the development of a skilled, productive, inclusive and mobile workforce.

As a public agency, the board's work is aligned with government direction. The focus of the Government of Alberta's Strategic Business Plan in 2011-2014 is ensuring that Alberta moves beyond the current economic pressures and builds a stronger Alberta into the future. Of particular relevance to the board is the government's priority to build a skilled workforce to improve the ongoing sustainability of Alberta's economy.

Results Analysis

Core Business 1 Establish and maintain high quality training and certification standards in the apprenticeship and industry training system

Goal 1 Alberta has a highly skilled workforce in the designated trades and occupations

1.1 Encourage employers to hire, train and retain apprentices

1.2 Influence the accessibility of technical training by encouraging the delivery of innovative, alternate forms of technical training

1.3 Monitor and review the Canadian Council of Directors of Apprenticeship (CCDA) initiatives respecting recognition of programs and alternate assessment processes under the Interprovincial Standards Red Seal Program

1.4 Promote the red seal as a recognized standard of excellence

Performance Measures	Previous Years' Results			Current Results
1.a Number of employer sites hiring and training apprentices	14,450 (2007)	14,609 (2008)	14,977 (2009)	14,581 (2010)
1.b Number of apprentices completing their programs	6,412 (2007)	6,827 (2008)	7,685 (2009)	9,335 (2010)
1.c Satisfaction of recent apprenticeship graduates with on-the-job training	91% (2005)	93% (2007)	92% (2009)	91% (2010)
1.d Satisfaction of recent apprenticeship graduates with technical training	93% (2005)	94% (2007)	94% (2009)	93% (2011)
1.e Percentage of apprenticeship graduates employed	n/a (2004)	n/a (2006)	n/a (2008)	93%* (2011)
1.f Percentage of completing apprentices in red seal trades writing red seal exams	n/a (2007)	92% (2008)	96% (2009)	96% (2010)
1.g Percentage of completing apprentices in red seal trades passing red seal exams in the same year	n/a (2007)	80% (2008)	81% (2009)	81% (2010)

** Employment results for 2011 are not comparable to earlier survey years because of differences in the data collection period of this survey.*

Results

- Began development on an initiative to engage 'senior influential' individuals or 'industry champions' to communicate and promote the employment and training of apprentices.
- Apprenticeship and Industry Training Client Services staff across the province promoted programs and services to industry and engaged employers and employees, including apprentices, to participate and support the apprenticeship and industry training system. Approximately 15,000 shop registrations and/or site visits were completed in 2010-2011.
- Continued to support the work of the Canadian Council of Directors of Apprenticeship (CCDA) including development of occupational performance standards in the cook and heavy equipment technician trades (alternate methods of testing for those standards are being piloted in these two trades), contributing to many CCDA research projects, and promotion of the continued participation in the red seal program.

Goal 2 **Alberta's apprenticeship and industry training system is aligned with labour market demand**

2.1 **Review the Qualification Program to ensure that in its current form it most effectively helps Alberta industry meet its need for skilled tradespeople.**

2.2 **Review apprenticeship and industry training programs to determine if there are ways to positively affect changes in the supply of skilled tradespeople.**

2.3 **Work with industry to improve access to pressure welder certification.**

2.4 **Work to ensure a strong and vibrant industry network that contributes to the success of the apprenticeship and industry training system.**

Performance Measures	Previous Years' Results			Current Results
2.a Number of new apprentices registered (five year average)	17,804 (2007)	19,986 (2008)	20,755 (2009)	20,216 (2010)

Results

- Completed a review of the Qualification Program and implemented improvements to the application form and process.
- Initiated research regarding the recognition of credentials from jurisdictions outside Canada, including the United States of America, United Kingdom and Ireland.
- Developed priority actions to positively affect the supply of skilled tradespeople. These actions will be incorporated as strategies into the Board's 2011-2014 business plan.
- The Board, with the approval of the Minister, changed ratios in 37 trades so that all trades now have a ratio of one journeyperson to two apprentices or greater.
- Responded to industry concerns with pressure welder certification.
- Improved communication and information flow between local apprenticeship committees and provincial apprenticeship committees with the implementation of pre-meetings between committee secretaries. Standardized administrative procedures for meeting management have improved the functionality of the industry network.
- Revised the Committee Member Handbook to reflect the improvements to the Local Apprenticeship Committee/Provincial Apprenticeship Committee operational model, including best practices for committees.
- Initiated a review of appointment criteria for membership in the industry network.

Core Business 2 Promote training in designated trades and occupations

Goal 3 **Albertans are aware of and knowledgeable about the apprenticeship and industry training system.**

3.1 **Continue to promote to Albertans the career options in designated trades and occupations.**

3.2 **Develop a communication strategy to communicate effectively with all Albertans, including the use of social media where appropriate**

Performance Measures	Previous Years' Results			Current Results
3.a Number of Scholarships available.	732 (2007)	791 (2008)	845 (2009)	870 (2010)

Results

- Began development on a comprehensive communications strategy which involves: revisiting and assessing our current promotional and communication activities and tools, researching the types and uses of new technology and communications tools, and building and collaborating on the promotional initiatives of partners such as CAREERS: The Next Generation and Learning Clicks Ambassadors program.
- Continued support for the Construction Owners Association of Alberta (COAA)'s Opportunities for Women in Construction Committee. The Committee advertised a pilot workshop at the COAA Best Practices in May 2010. Committee work has been focused on a strategy to help employers create environments that support women tradespeople. The strategy has two actions: one is finalizing an employer's guides on best practices for hiring and retaining tradeswomen. The second is finalizing the development of a training session for employers on working with women on their job sites. It is expected that both of these actions will be released at the upcoming COAA Best Practices Conference in May 2011.
- Provided technical expertise and assistance at the Skills Canada - Alberta competitions.
- Promoted careers in trades to young people through the Learning Clicks Ambassador program.
- Through its partnership with CAREERS: The Next Generation, the Board continued to support the delivery of apprenticeship messages and presentations. In the past year, CAREERS ambassadors visited 484 schools and 288 communities to promote careers in the trades, placed 1,382 interns with 968 employers, and conducted workshops with a total of 44,733 participants.
- Co-sponsored celebrations in Edmonton and Calgary that recognized over 280 Registered Apprenticeship Program (RAP) scholarship recipients.

Members of the Board

Chair

Raymond (Ray) E. Massey, Term: April 1, 2010 to March 31, 2013

Ray Massey holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the painter and decorator trade and is the President and General Manager of Raynor Painting and Decorating Ltd. He was a member of the board previously (2002-2007) and has participated in Alberta apprenticeship committees, both local and provincial, for 11 years, serving as presiding officer on each for six years.

Representing employers in designated trades

Herman Bruin Term: March 10, 2011 to March 9, 2014

Herman Bruin holds trades certificates with an Interprovincial Standards Red Seal endorsement in the steamfitter-pipefitter and plumber trades, and a gasfitter trade certificate. Mr. Bruin is the Owner and President of Bruin's Plumbing and Heating Ltd. He has served as a member of the Plumber Provincial Apprenticeship Committee.

Paul Heyens Term: March 10, 2011 to March 9, 2014

Paul Heyens holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the glazier trade. Mr. Heyens is the Owner and Chief Executive Officer of Alberta Glass Company Inc. He has served as both presiding officer and member of the Glazier Provincial Apprenticeship Committee.

Frank Light Term: April 1, 2010 to March 31, 2012

Frank Light holds trades certificates with an Interprovincial Standards Red Seal endorsement in the millwright and machinist trades. Mr. Light is the President and Co-Owner of Channico Machine and Millwright Services. Mr. Light served as a member of the Millwright Provincial Apprenticeship Committee.

Allen (Al) Petersen Term: June 13, 2010 to June 12, 2013

Al Petersen is the President and Owner of Petersen Pontiac Buick GMC (Alta) Inc. in Sherwood Park where 36 of the approximately 110 employees are certified tradespeople and apprentices. Mr. Petersen is a past president for the Edmonton Motor Dealers Association and has held many positions on General Motors boards.

Representing employees in designated trades

T.R. (Terry) Burton Term: April 22, 2009 to April 21, 2012

Terry Burton holds a Bachelor of Commerce degree in Personnel and Industrial Relations from Memorial University in Newfoundland. Mr. Burton is a strong proponent of apprenticeship training, participating on various industry bodies and being involved with many trades-related organizations to foster apprenticeship advancement and employment.

John (Jack) Lane Term: April 1, 2011 to March 31, 2014

Jack Lane holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the crane and hoisting equipment operator trade. Mr. Lane holds the position of Apprenticeship Coordinator with Syncrude Canada Ltd. Mr. Lane has served as presiding officer of both the Provincial Apprenticeship Committee and the Fort McMurray Local Apprenticeship Committee for the crane and hoisting equipment operator trade.

Christopher Race Term: March 10, 2011 to March 9, 2014

Christopher Race holds trade certificates with an Interprovincial Standards Red Seal endorsement in the heavy equipment technician and electrician trades. Mr. Race is the Recording Secretary for the United Mine Workers of America Local 1656.

J. Peter Wyatt Term: April 1, 2010 to March 31, 2013

J. Peter Wyatt holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the welder trade and a journeyman certificate in the sheet metal trade. Mr. Wyatt served for 16 years on both the Local and Provincial Apprenticeship Committees for the sheet metal trade, most recently as Presiding Officer for the Sheet Metal Provincial Apprenticeship Committee.

Members of the Board (continued)

Representing employers in industry other than designated trades

Brian Hinton

Term: March 10, 2011 to March 9, 2014

Brian Hinton holds a London City and Guilds Full Technology Certificate in Baking and National Diploma in Baking from the School of Baking at the Cambridge Institute of Technology and School of Arts, England. Mr. Hinton is the Research and Development Director of Sweet Results Bakery and founder of Lakeview Bakery in Calgary. Mr. Hinton participates on both Local and Provincial Apprenticeship Committees for the baker trade spanning 15 years.

Duane Mather

Term: April 1, 2010 to March 31, 2013

Duane Mather holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the heavy equipment technician trade. Mr. Mather is the Special Assistant to the Chief Executive Officer of Nabors Industries Ltd. Mr. Mather is also the Chairman of the Board of Directors of Enform. Mr. Mather was a member of both the Rig Technician Provisional Committee and subsequently the Rig Technician Provincial Apprenticeship Committee.

Representing employees in industry other than designated trades

Roger Geisinger

Term: March 10, 2011 to March 9, 2014

Roger Geisinger holds a trade certificate in the ironworker – metal building systems erector trade and a Bachelor of Education degree. Mr. Geisinger is the Manager, Metals Division at Clark Builders. Mr. Geisinger participated for two three-year terms on the Ironworker Provincial Apprenticeship Committee.

Outgoing Board Members

Gerald Clark

Gerald Clark has served as a board member representing employees in non-trades occupations from February 2005 until December 31, 2010. Mr. Clark holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the electrician trade. Mr. Clark is employed as Manager of Human Resources for Clark Builders.

Ray Jeffery

Ray Jeffery has served as a board member representing employees in non-trades occupations from February 2005 until December 31, 2010. Mr. Jeffery holds trade certificates in the heavy equipment technician, automotive service technician and parts technician trades. Mr. Jeffery recently retired as Manager of Learning and Development with Finning Canada. He participated for several years as member and Presiding Officer on a Local Apprenticeship Committee and the Provincial Apprenticeship Committee for the heavy equipment technician trade.

Silvana Poplawski

Silvana Poplawski has served as a board member representing employees in designated trades from February 2005 until December 31, 2010. Ms. Poplawski holds a trade certificate with an Interprovincial Standards Red Seal endorsement in the hairstylist trade. Ms. Poplawski served on both the Local and Provincial Apprenticeship Committees for the hairstylist trade for 16 years.